

The U.S. Army Corps of Engineers and Social Media

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Association of Partners for Public Lands



US Army Corps of Engineers
BUILDING STRONG®





Why Use Social Media?



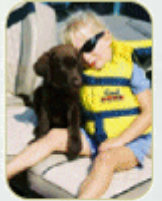
- 2010: Gen Y outnumbers Baby Boomers. 96% of them have joined a social network
- Years to reach 50 millions users: Radio (38 Years), TV (13), Internet (4), iPod (3)
Facebook added 100 million users < than 9 months. iPhone apps hit 1 billion in 9 mo.
- With 500 million active users, if Facebook were a country it would be the world's 3rd largest (#1:China, #2: India)
- The fastest growing segment on Facebook are Baby Boomers
- More than 1 billion pieces of content (web links, news stories, blog posts, notes, photos, etc.) are shared on Facebook daily.
- 50% of active users log on to Facebook daily
- Average Facebook user has 130 "friends"
- Twitter: 105,779,710 registered users 2010. New users signing up daily: 300,000
- Twitter gets 3 billion requests a day
- Twitter users are, in total, tweeting an average of 55 million tweets a day.
- 78% of consumers trust peer recommendations. Only 14% trust advertisements



Did You Know...

- The U.S. Army Corps of Engineers is the Nation's largest provider of outdoor recreation
- Corps is responsible for stewardship of 12 million acres of water and land
- Corps manages more than 2,500 recreation areas at 422 lakes and river projects in 43 states.
- Corps hosts about 370 million visits a year at our lakes. The majority is water-based day use recreation.
- More than 90% of Corps projects are within 50 miles of a metropolitan area.
- The Corps leases over 1,800 recreation sites to state or local park and recreation authorities or private interests.
- In 2010, approximately 55,000 Volunteers contributed 1.4 million hours of work valued at over \$28 million

Most of the American public (and even our partnering land management agencies) do not know these things about the Corps of Engineers. Social media tools can be a great way to share our story!



DOD Social Media Policy

- **Department of Army Policy:** Directive-Type Memorandum DTM 09-026 “Responsible and Effective use of Internet-based Capabilities” released February 2010; “Standardizing official U.S. Army external official presences (social media)” Nov 2010 memo
 - Must be categorized as a government page
 - Include official branding, names and logos
 - Include a statement acknowledging this is the “official page of (enter name here)”
 - Facebook pages must default to the “Just (your location)” on the wall, so command information is the first and primary thing on the wall instead of spam/comments.
 - Facebook pages must include “Posting Guidelines” under the “Info Tab”
Reference: http://www.ourmilitary.mil/user_agreement.shtml
 - Keep recent and up-to-date. Post must not be older than one month.
 - Should not be used as a place for personal advertisement nor endorsement
- **Department of Defense Social Media Hub:** <http://socialmedia.defense.gov>
- **Army Social Media Handbook:**
<http://www.slideshare.net/USArmySocialMedia/army-social-media-handbook-2011>



Corps Social Media Policy

- **Corps Policy:** Currently no stand-alone USACE specific guidance. Information paper released March 2010 with the following guidance:
 - Agency-authorized accounts can only be established by a delegated official (e.g. local public affairs chief). In some districts, this has been delegated down.
 - Content must reflect government policy and not contain political or discriminatory content or endorse nonfederal entities.
 - Employees authorized to establish an agency account must receive training on the scope and authorized uses of social media: <https://iatraining.us.army.mil>
 - Accounts must include the following: official command seals and logos (i.e. Corps castle), a link to the agency's official public Web site, a statement indicating the role and scope of the site, as well as disclaimers and notices.
 - Content posted to social media sites must be reviewed by properly trained persons (i.e. Public Affairs) prior to release, disclosure or posting of information.
- **Districts with Social Media Policy:** Walla Walla, Jacksonville, Nashville



Integrating Social Media Sites

<http://corpslakes.usace.army.mil>

The screenshot shows the 'NRM Park Ranger Gateway' website. It features a navigation bar with links like Home, Visitors, Lake Discovery, Recreation, Env Compliance, Env Stewardship, Partners, News/Events, People, Forums, Learning, GETS, Tools, New Postings, Submit, and Index/Search. A sidebar on the left lists 'Communities of Practice' and 'Business Processes'. The main content area includes a 'Facebook Story/Event Submissions' form with fields for Name, Lake/District, Item (Event or News Article), URL, and Description, along with a 'Send Submission' button.

www.facebook.com/corpslakes

The screenshot shows the Facebook page for 'Corps Lakes - U.S. Army Corps of Engineers'. It displays the page cover, a 'Wall' section with posts, and a 'Recent Activity' section. The page is set to 'Public' and has a large number of likes and followers.

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The screenshot shows the YouTube channel for 'Corps Lakes'. It displays the channel cover, a 'Videos' section with a list of uploads, and a 'Favorites' section. The channel is set to 'Public' and has a large number of subscribers and views.

<http://corpslakes.us>

www.youtube.com/user/CorpsLakes



Corps District Facebook Pages

Pages: (Government Organization, Local Business)

Charleston District- 1 like	New York District- 282 like
Seattle District- 53 like	St. Louis District- 287 like
San Francisco District- 57 like	Rock Island District- 289 like
South Pacific Division- 59 like	Detroit District- 302 like
Vicksburg District- 62 like	Wilmington District- 310 like
Far East District- 71 like	St. Paul District- 310 like
Chicago District- 78 like	Sacramento District- 314 like
Nashville District- 93 like	Baltimore District- 342 like
Honolulu District- 109 like	Huntington District- 376 like
Walla Walla District- 126 like	Savannah District- 529 like
Afghanistan Engineer District North- 143 like	New England District- 536 like
Little Rock District -166 like	Portland District- 546 like
Alaska District- 177 like	Buffalo District- 621 like
Omaha District- 196 like	Europe District- 630 like
Albuquerque- 217 like	Jacksonville District- 670 like
Fort Worth District- 233 like	Tulsa District- 670 like
Pittsburgh District- 251 like	Louisville District- 791 like
Kansas City District- 256 like	Afghanistan Engineer District South- 1,208 like
Galveston District- 261 like	Gulf Region District- 1,201 like
Los Angeles District- 267 like	Norfolk District- 1,238 like

*Not found: Memphis, Mobile, New Orleans (set up as an individual), Philadelphia



Corps Project Facebook Pages

Wallace Lake- 8 like
 Bayou Bodcau Reservoir- 14 like
 Hop Brook Lake- 41
 Youghiogheny River Lake- 53 like
 Berlin Lake- 57 like
 Nolin River Lake – 59 like
 Libby Dam- 63 like
 Sardis Lake- 78 like
 Dale Hollow Lake- 88 like
 Lake Ouchita- 119 like
 Curwensville Lake- 143 members (group)
 Lake Greeson- 167 like
 Degray Lake- 181 like
 Arkabutla Lake- 192 like
 Okatibbee Lake- 214 friends (individual page)
 Friends of Philpott Lake- 466 like
 Corps Lakes – 528 like
 Grenada Lake- 564 like
 Lake Ashtabula- 668 like
 Brookville Lake- 2,850 like
 Rough River Lake- 10,152 like



Last update: Minutes



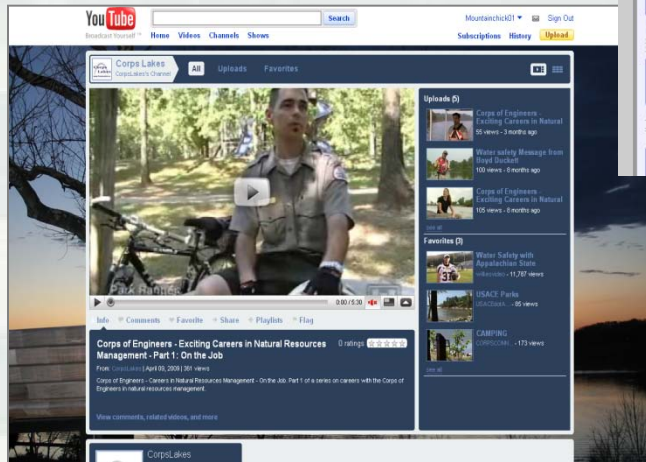
Last update: January



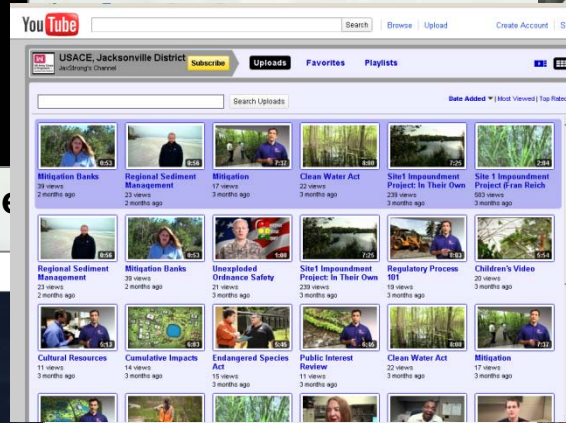
YouTube



Corps Connection YouTube channel



Corps Lakes YouTube channel



JaxStrong
YouTube channel



Europe District YouTube channel



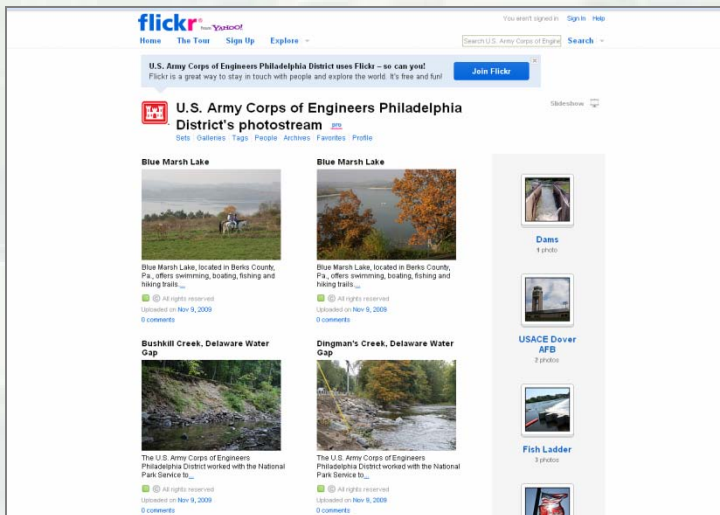
USACE YouTube
channel



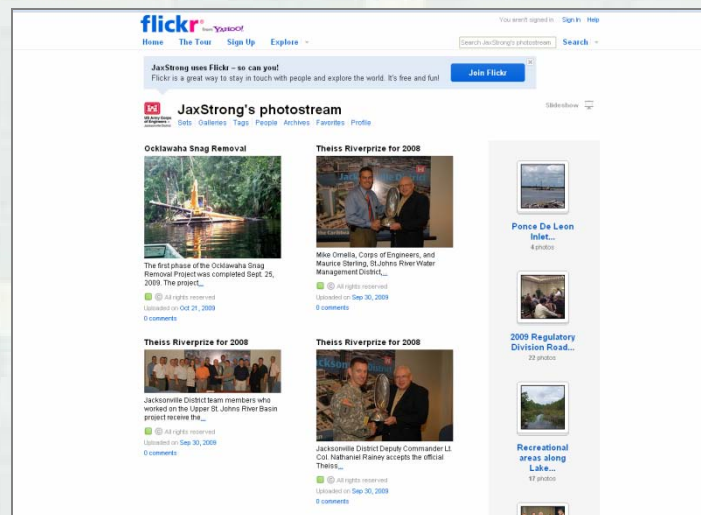
Corps YouTube Channels

www.youtube.com/user/TeamSaintLouis 5 subscribers, 655 uploads
www.youtube.com/user/USACENewYorkDistrict, 6 subscribers, 800 uploads
www.youtube.com/user/usaceregjax 8 subscribers, 884 uploads
www.youtube.com/user/usacetulsa 2 subscribers, 1,331 uploads
www.youtube.com/user/NWP21USACE 1 subscriber, 1,471 uploads
www.youtube.com/user/teamneworleans 7 subscribers, 1,609 uploads
www.youtube.com/user/CorpsLakes 20 subscribers, 2,289 uploads
www.youtube.com/user/SacramentoDistrict 20 subscribers, 2,842 uploads
www.youtube.com/user/Southpacificdivision 18 subscribers, 3,158 uploads
www.youtube.com/user/USACELittleRock 14 subscribers, 3,576 uploads
www.youtube.com/user/PortlandCorps 15 subscribers, 3,760 uploads
www.youtube.com/SavannahCorps 16 subscribers, 4,656 uploads
www.youtube.com/user/USACESAC 9 subscribers, 5,840 uploads
www.youtube.com/user/JaxStrong 32 subscribers, 8,272 uploads
www.youtube.com/user/USACEdotArmydotmil 73 subscribers, 15,317 uploads
www.youtube.com/user/armyengineersnashville 5 subscribers, 16,786 uploads
www.youtube.com/user/USACE90017 41 subscribers, 45,074 uploads (LA District)
www.youtube.com/user/armyengineersnorfolk 126 subscribers, 46,079 uploads
www.youtube.com/user/usaceEuropeDistrict 64 subscribers, 55,363 uploads
www.youtube.com/user/CORPSCONNECTION 243 subscribers, 242,135 uploads

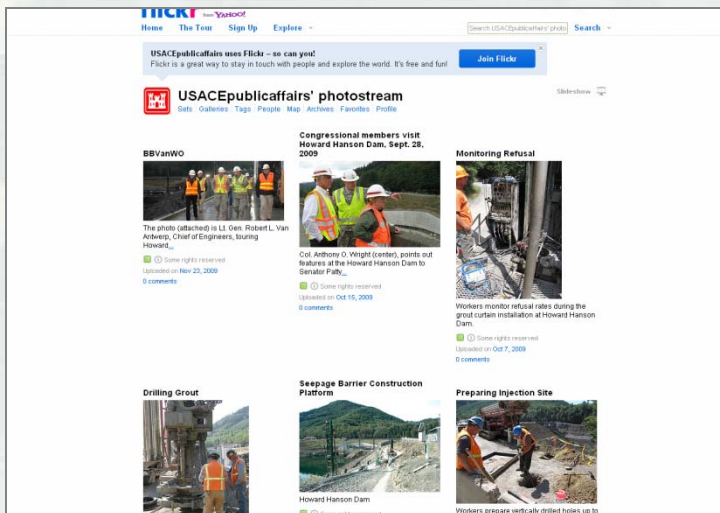




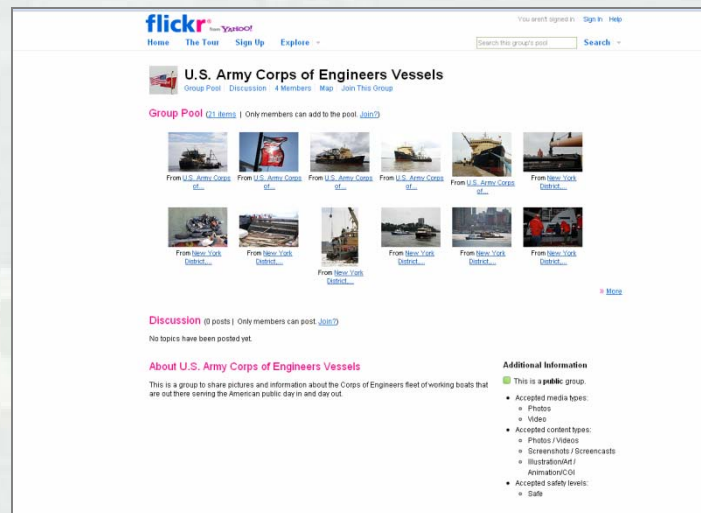
Philadelphia District Flickr page



JaxStrong Flickr page



PAO Flickr page



USACE Vessels Flickr page



Corps Flickr Sites

<http://www.flickr.com/photos/jaxstrong>

<http://www.flickr.com/groups/1073563@N21/> (USACE)

<http://www.flickr.com/groups/1212897@N21/> (NAD)

<http://www.flickr.com/groups/974882@N24/> (Europe District)

http://www.flickr.com/photos/corps_of_engineers_baltimore/

<http://www.flickr.com/photos/philadelphiausace/>

<http://www.flickr.com/photos/savannahcorps/>

<http://www.flickr.com/photos/newyorkdistrict-usace/>

<http://www.flickr.com/photos/37671998@N05/> (New Orleans)

http://www.flickr.com/photos/detroit_district/

<http://www.flickr.com/photos/armyengineersnorfolk/>

<http://www.flickr.com/photos/30539067@N04/> (Public Affairs)

<http://www.flickr.com/photos/37499523@N00/> (SPD)

<http://www.flickr.com/photos/lakesidneylanier/>

<http://www.flickr.com/groups/1155569@N20/> (USACE vessels)

<http://www.flickr.com/groups/nashvillecorps/>

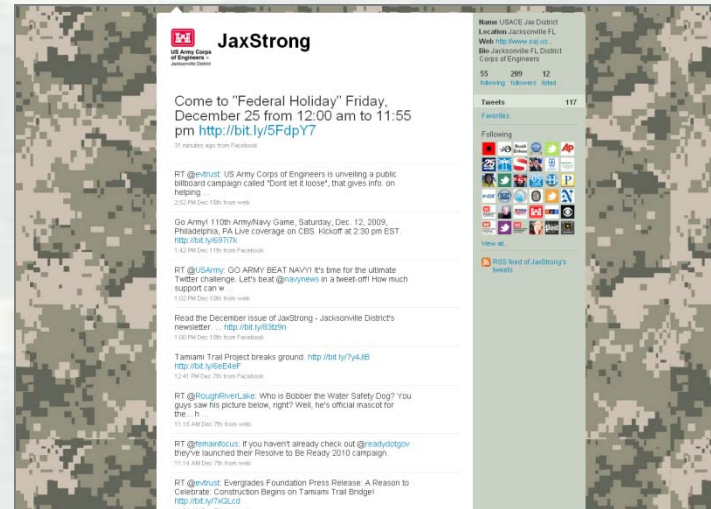
<http://www.flickr.com/groups/losangelesdistrict/>



Twitter



Detroit District Twitter page



JaxStrong Twitter page



Norfolk District Twitter page



Portland District Twitter page



Corps Twitter Pages

http://twitter.com/NolinLake_USACE 10 followers
<http://twitter.com/USACESacramento> 142 followers
http://twitter.com/USACE_SPD 176 followers
<http://twitter.com/NWDCorps> 190 followers
<http://twitter.com/detroitdistrict> 347 followers
<http://twitter.com/TennTomWaterway> 446 followers
<http://twitter.com/PittsburghUSACE> 456 followers
<http://twitter.com/jaxstrong> 516 followers
<http://twitter.com/TeamNewOrleans> 525 followers
<http://twitter.com/LouisvilleUSACE> 598 followers
<http://twitter.com/NashvilleCorps> 670 followers
<http://twitter.com/SavannahCorps> 698 followers
<http://twitter.com/PortlandCorps> 749 followers
<http://twitter.com/CorpsNewEngland> 1,018 followers
<http://twitter.com/USACEvideo> 1,725 followers
http://twitter.com/USACE_HQ 2,171 followers
<http://twitter.com/norfolkdistrict> 2,666 followers
<http://twitter.com/DetroitLake> 3,039 followers



Before You Get Started

Planning/Strategy

- Have a plan, and think strategically.
- Ensure the social media platform meets the needs of your organization.
- Just because you can, doesn't mean you should.
- Involve your Public Affairs and chain of command early in the planning process.

Manpower





- Do you have the resources to manage and maintain the sites? Think long-term. A college summer intern may build a great site, but who will maintain?
- Update your sites at least once per week.
- Provide enough new content to keep users coming back.

Messaging

- Social media is about taking your identity or messaging and turning over control to your community.
- Facebook walls and Flickr comment streams are places for positive, as well as negative comments.
- If you are not willing to lose control of your message, social media is not for you!



Tips for Successfully Using Social Media

- Update often! 
- Dedicate one employee's time daily/weekly
- Get someone young/tech savvy to develop your pages 
- Consider SCA interns or temporary summer employees
- Link social media sites to maximize exposure and coverage 
- Think like a user... what do you like in a site?
- Use a name that makes sense for searching (Lake Okeechobee vs. JaxStrong)
- Use a lot of photos and color
- Do not post long videos. Keep videos less than 5 minutes in duration.
- Organize photos in Flickr by category
- Provide links related to your videos, photos, articles
- Have fun with it. Think outside the box. Your goal is to get viral! 
- Update! Update! Update!

